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To: Examiner Hewitt II

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Pages: 11 including cover

Phone:

Date: February 12, 2004

Re: Application Serial No. **09/644,411** - Attorney Docket No. **4A02.1-010**

☐ Urgent ☐ For Review ☐ Please Comment ☐ Please Reply ☐ Please Recycle
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COMMENTS:

Please find attached to this transmission the following documents timely submitted for filing for Application Serial No. **09/644,411** for the invention **AUCTION MANAGEMENT SYSTEM**:

- Request for Continued Examination (RCE) Transmittal
- Fee Transmittal
- Preliminary Amendment
- Amendment Dated February 12, 2004

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Patents

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In re Application of:)
)
Gerald H. Ablan)
) Art Unit: 3621
Serial No.: 09/644,411)
) Examiner: C. Hewitt II
Filed: August 23, 2000)
)
For: Auction Management System)

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AMENDMENT DATED FEBRUARY 12, 2004

1-26 (canceled)

27. (new) A computer-readable medium storing computer-executable instructions for causing a computer-controlled apparatus to perform the steps of:

creating an auction consolidation account;

receiving one or more inventory records containing textual specifications for items and storing the inventory records in an inventory library in association with the account;

receiving one or more image records containing images of the items and storing the image records in an image library in association with the account;

receiving one or more predefined advertisement templates and storing the advertisement templates in a template library in association with the account,

receiving an auction request in association with the account identifying a selected inventory record stored in the inventory library, a selected image record stored in the image library, a selected advertisement template stored in the template library, and one or more auction parameters;

combining the selected inventory record, the selected image record, and the selected auction submission template to create an auction submission;

storing the auction submission in an auction submission library in association with the account; and

transmitting the auction submission to one or more auction sites to post the selected item for auction in accordance with the auction parameters.

28. (new) The computer-readable medium of claim 27, further comprising the steps of:

creating an auction monitoring report comprising auction information pertaining to the auction request;

storing the auction monitoring report in association with the account;

revisiting each auction site to extract updated auction information pertaining to the auction request;

updating the auction monitoring report with the updated auction information; and

displaying the auction monitoring report for review by a user.

29. (new) The computer-readable medium of claim 28, further comprising the steps of:

repeating the steps of claims 27 and 28 for each of a plurality of auction requests; and

displaying the updated auction information pertaining to all of the auction requests on a consolidated auction monitoring report.

30. (new) The computer-readable medium of claim 29, further comprising the step of repeating the steps of claim 29 to create a plurality of auction monitoring reports in association with a plurality of accounts.

31. (new) The computer-readable medium of claim 27, further comprising the steps of:

obtaining information pertaining to a sale of the item by one of the auction sites;

creating a sales record associated with the sale; and

storing the sales record in a sales record library in association with the account.

32. (new) The computer-readable medium of claim 27, further comprising the steps of:

creating a billing record associated with a sale of the item by one of the auction sites;

transmitting the billing record to a purchaser associated with the sale; and

storing the billing record in a billing record library in association with the account.

33. (new) The computer-readable medium of claim 32, further comprising the steps of:

receiving information regarding shipping and payment in association with the sale; and

storing the billing record in a sales record library in association with the account.

34. (new) The computer-readable medium of claim 27, wherein the auction parameters include one or more parameters selected from the group consisting of posting date, posting time, auction end date, auction end time, payment type, shipping method, minimum bid, reserve price, and private auction indicator.

35. (new) The computer-readable medium of claim 27, further comprising the step of rendering the auction submission as an HTML page.

36. (new) The computer-readable medium of claim 27, wherein the step of extracting updated information from an auction site comprises the steps of:

identifying a page containing the updated information; and
parsing the page to extract the updated auction information.

37. (new) The computer-readable medium of claim 36, further comprising the steps of downloading the page before parsing the page to extract the updated auction information.

38. (new) The computer-readable medium of claim 28, wherein the step of revisiting the auction sites occurs upon receiving a user request for the auction monitoring report.

39. (new) The computer-readable medium of claim 29, further comprising the steps of:

- periodically identifying posted auctions that have closed; and
- for each closed auction:
 - visiting the corresponding auction site,
 - extracting closed auction data from the auction site, and
 - processing the closed auction data.

40. (new) The computer-readable medium of claim 39, wherein the step of extracting the closed auction data comprises the steps of:

- identifying a page containing the closed auction data; and
- parsing the page to extract the auction closing data information.

41. (new) The computer-readable medium of claim 39, wherein the step of processing the closed auction data comprises the step of sending a notice of the auction closing in a manner specified in a record associated with the account.

42. (new) The computer-readable medium of claim 39, wherein the step of processing the closed auction data comprises the steps of:

- determining whether the auction resulted in a sale, and if the auction resulted in a sale;
- notifying a selling party of the sale;
- notifying the buying party of the sale; and
- creating a sales record documenting the closed auction closing.

43. (new) The computer-readable medium of claim 39, wherein the step of processing the closed auction comprises the steps of:

- obtaining an automatic feedback instruction from settings data associated with the corresponding account; and
- transmitting auction feedback data to the corresponding site in accordance with the automatic feedback instruction.

44. (new) The computer-readable medium of claim 39, wherein the step of processing the closed auction comprises the steps of:

displaying auction tracking fields in the auction monitoring report;
receiving user input to one or more of the tracking fields; and
recording the user input to the auction monitoring report.

45. (new) The computer-readable medium of claim 44, wherein the tracking fields include buyer notification, payment received, auction item shipped, and payment received.

46. (new) The computer-readable medium of claim 44, further comprising the steps of:

obtaining an auction processing instruction from settings data associated with the corresponding account;

performing an operation in accordance with the auction processing instruction;
and

setting one of the tracking field to indicate completion of the operation.

47. (new) The computer-readable medium of claim 30, wherein at least two of the auction requests are posted to different auction sites.

48. (new) The computer-readable medium of claim 30, wherein the step of receiving one or more inventory records comprises the step of receiving user input comprising the inventory records.

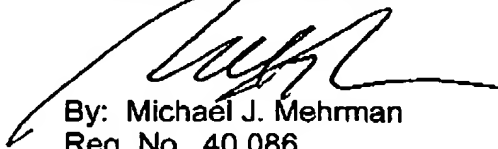
49. (new) The computer-readable medium of claim 30, wherein the step of receiving one or more image records comprises the step of receiving user input comprising the image records.

50. (new) The computer-readable medium of claim 30, wherein the step of receiving one or more predefined advertisement templates comprises the step of receiving user input comprising the templates.

B1 51. (new) A computer-controlled apparatus configured to perform the computer-executable instructions of claim 27.

52. (new) A computer-controlled apparatus configured to perform the computer-executable instructions of claim 30.

Respectfully submitted,


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In re Application of:

Gerald H. Ablan

Serial No.: 09/644,411

Filed: August 23, 2000

For: Auction Management System

Art Unit: 3621

Examiner: C. Hewitt II

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PRELIMINARY AMENDMENT

**Commissioner for Patents
Mail Stop Non-Fee Amendment
P.O. Box 1450
Alexandria, VA 22313-1450**

February 12, 2004

Sir:

PRELIMINARY AMENDMENT

Please cancel Claims 1-26 and enter new Claims 27-50 as shown on the attached Amendment Dated February 12, 2004.

RECORD OF TELEPHONE CONFERENCE

The undersigned attorney for the Applicant discussed the present application with Examiner Hewitt on January 13, 2004. The parties discussed Rackson, U.S. Patent No. 6,415,270 and Claim 1 of the present application. The undersigned pointed out that Rackson does not show or suggest the creation of an inventory record library, image record library and advertisement template library, and the use of records stored in these libraries to create auction submissions for posting to auction sites in connection with auction parameters.

I hereby certify that this correspondence is being filed with the United States Patent and Trademark Office, Patents by facsimile directed to Examiner Calvin Lloyd Hewitt II in Art Unit 3321 at (703) 305-7687 on February 12, 2004.

Michael J. Mehrman - Reg. No. 40,086